



Report for the Example brand

researching the XYZ problem



ChatGPT

Gemini



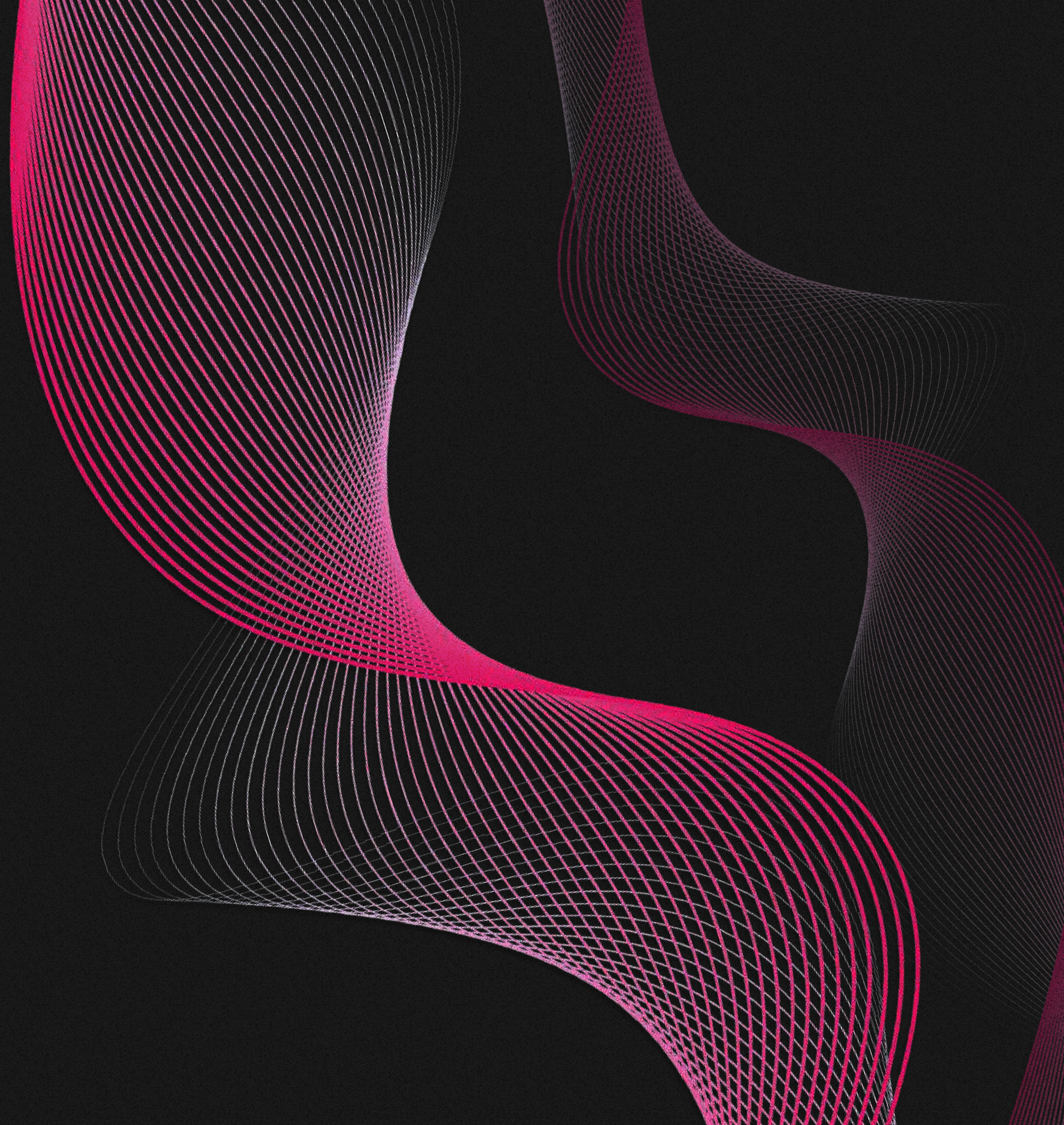
Grok



deepseek



What is
a report?

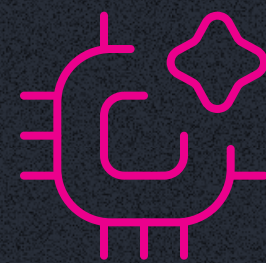


The aim of the report is to present the brand's visibility in AI chatbots (understood as the frequency of its mentions and the position in which it appears in responses to selected prompts), as well as the light in which it is presented (sentiment) - based on the analysis of the intentions and emotional saturation of the responses provided by chatbots.



Innovation

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Positive

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Neutral

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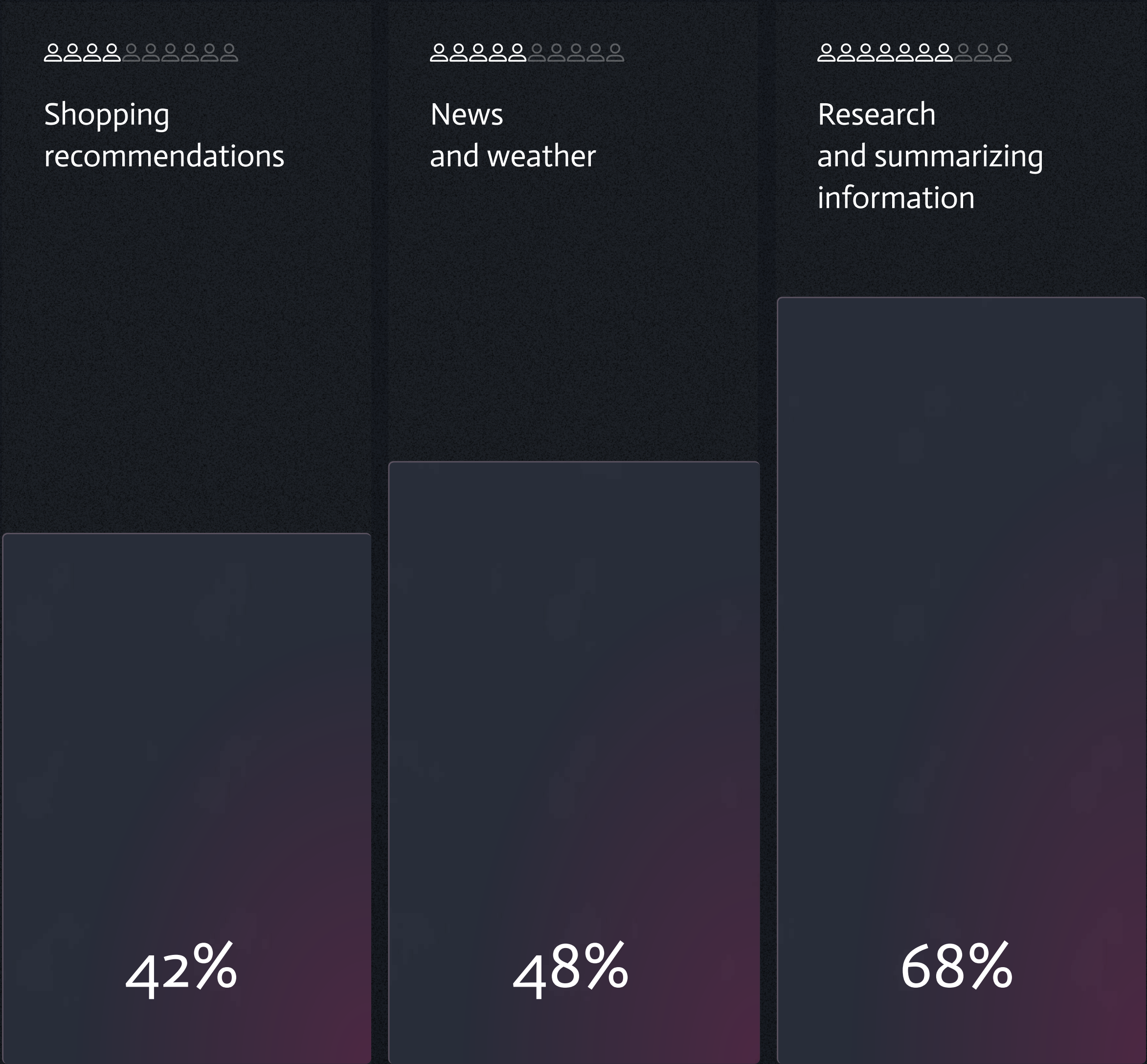
Why is
this important?

More and more people are using artificial intelligence to check information and seek recommendations.

The lack of a brand's presence in suggestions may exclude it from the consideration stage (top of the sales funnel).

Research from Bain & Company, one of the world's largest strategic consulting firms, reports that about 60% of searches now end without the user going to another site. Customer behavior suggests that LLM platforms are encroaching on traditional search engines: 40% to 70% of LLM users use them to conduct research and summarize information (68%), understand the latest news and weather (48%), and ask for shopping recommendations (42%).

Źródło: Bain Generative AI Consumer Survey, December 2024 (n=1,117)





Methodology



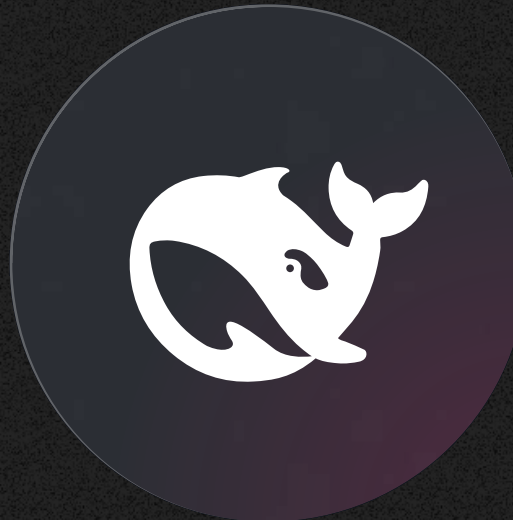
Our tool checks for presence in 6 largest AI engines



ChatGPT - GPT-4
ChatGPT - GPT-4o
ChatGPT - o3-mini



Google Gemini 2.0
Flash
Google Gemini 1.5
Flash



DeepSeek - V3



Grok



Perplexity



Claude

Selected questions

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Nullam mattis condimentum nulla, vitae auctor justo elementum id?	100
Sed gravida cursus ligula vel tempus?	50
Donec eu est sit amet massa auctor aliquet?	10

*Questions were selected based on the most frequently asked questions in Google search results and based on AI suggestions / the number in brackets indicates the monthly volume of queries in Google, if there is no number in brackets, it means that the question was suggested by AI

Sentiment is assessed based on the most frequently occurring words and their emotional saturation.

The report contains two types of scoring:

Mathematical

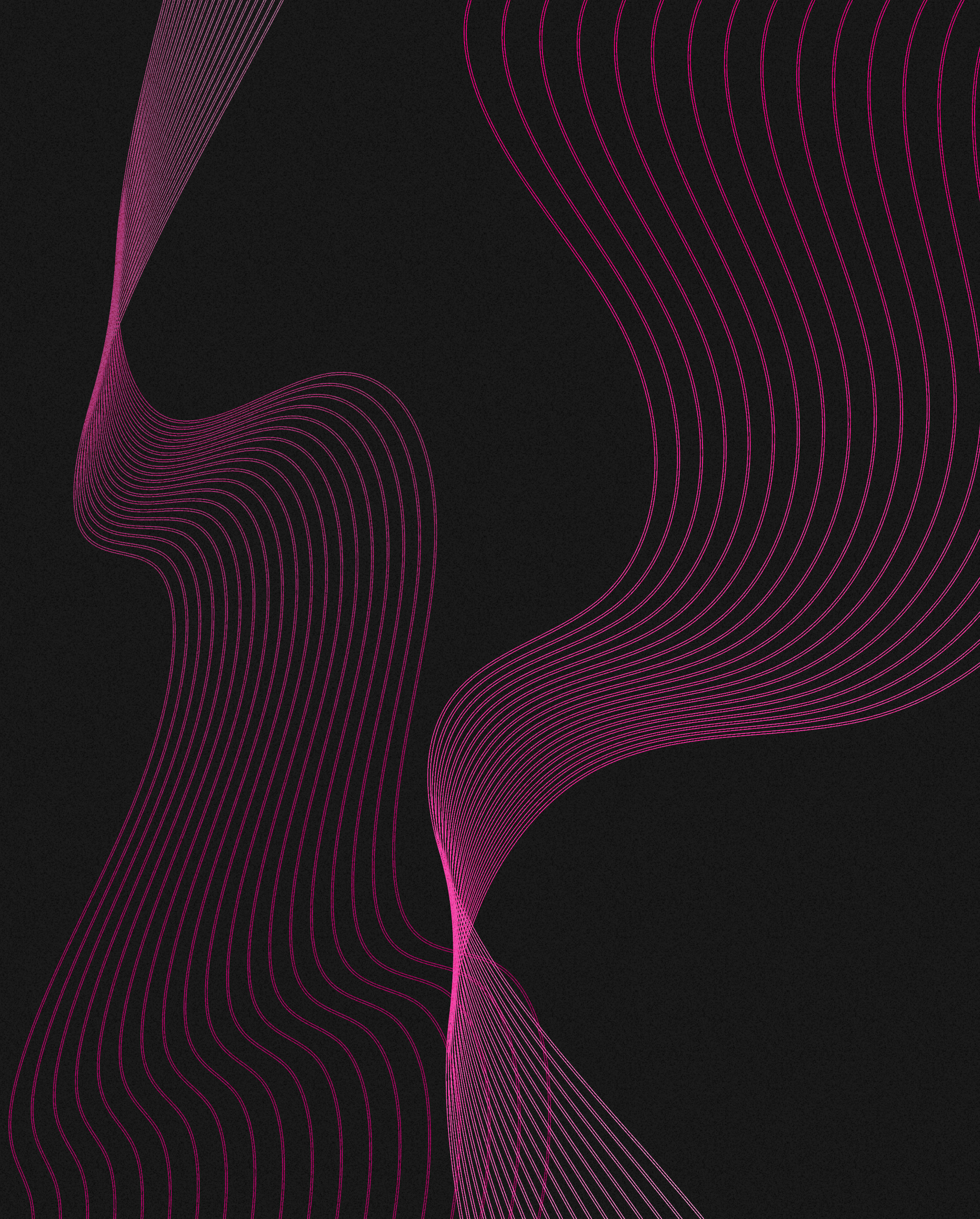
(calculated based on the frequency of brand mentions, average position and whether and how many times its website appears as a source)

AI

is an artificial intelligence assessment (XYZ engine) – where AI takes into account the frequency of brand mentions, average position and whether and how many times its website appears as a source and sentiment.



AI about
your Brand



What the engines say about your brand and where they get their information



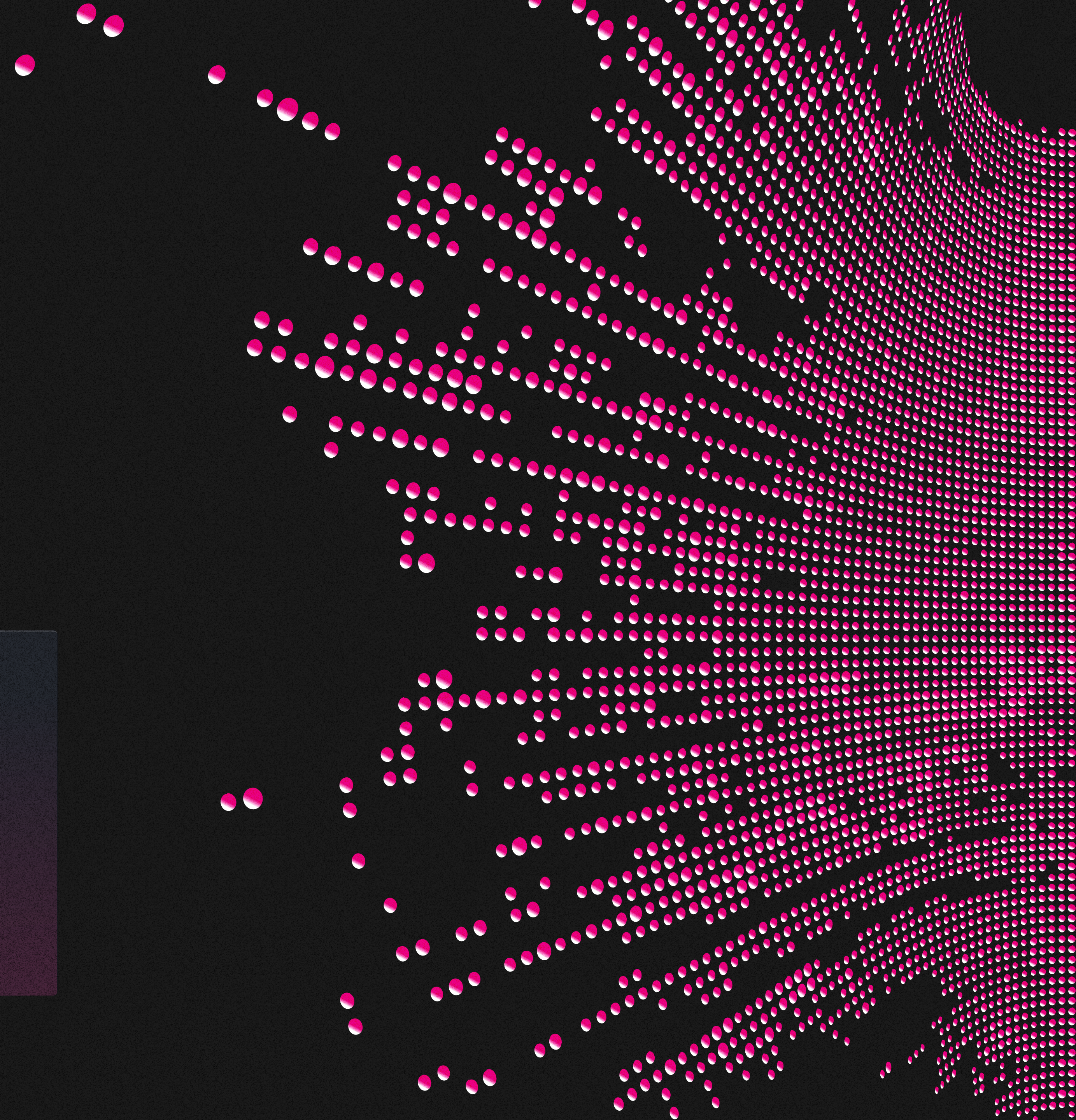
DeepSeek - V3

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Results



Data summary

Brand	Frequency SOV	Mentions	Sentiment (scoring)	Sentiment (emotions)	Average position	Sources of quotes
Samsung	20,2%	106	90	90	90	Lorem ipsum dolor sit amet
Bosch	20,7%	114	80	80	80	Lorem ipsum dolor sit amet
Whirpool	19%	100	70	70	70	Lorem ipsum dolor sit amet
Elektrolux	19,2%	101	90	90	90	Lorem ipsum dolor sit amet
LG	18,3%	96	90	90	90	Lorem ipsum dolor sit amet
Candy	1,7%	106	90	90	90	Lorem ipsum dolor sit amet

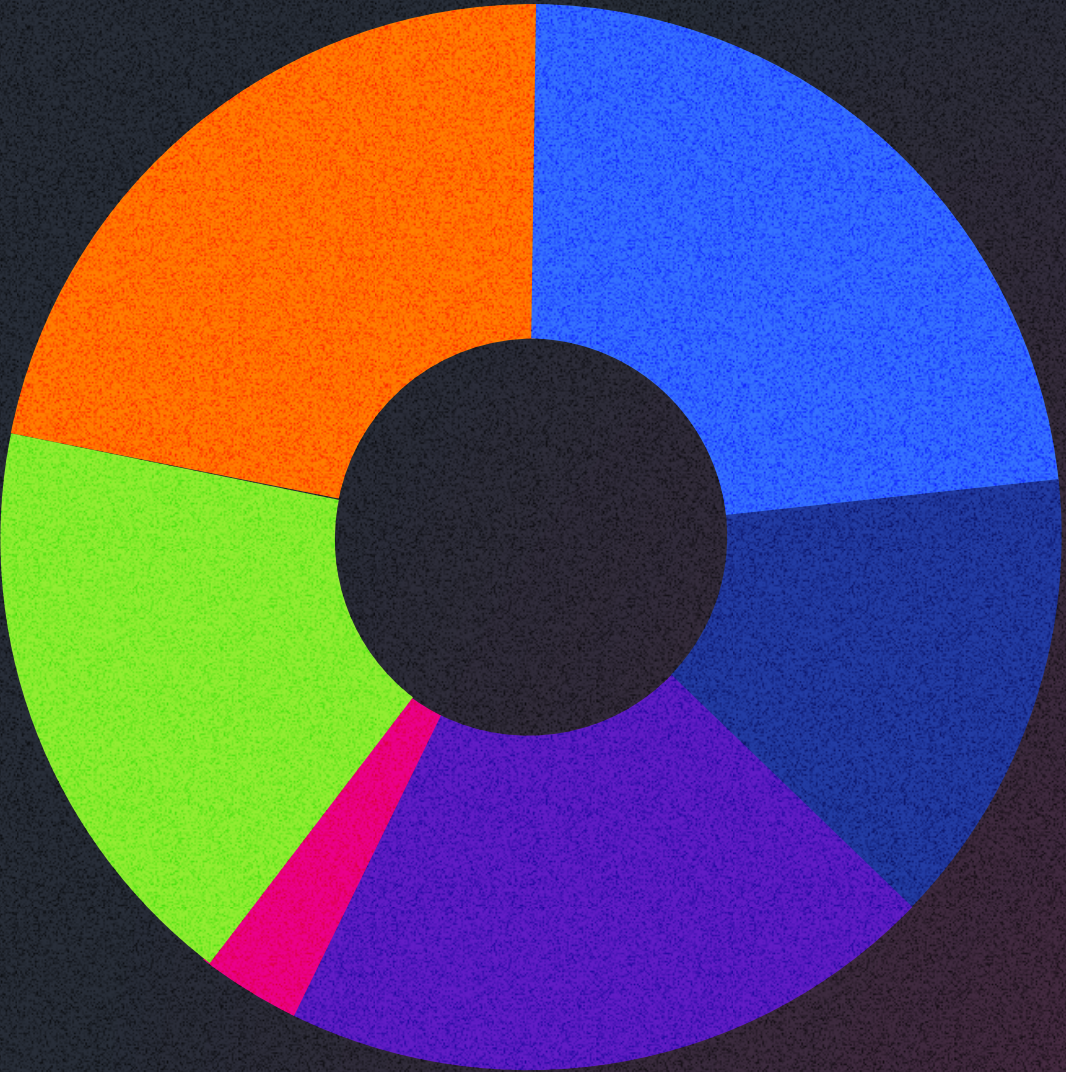
Data summary

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Brand	Frequency SOV
Samsung	466
Bosch	277
Whirpool	395
Elektrolux	60
LG	348
Candy	430

Candy
60 mentions
2.9% SoV

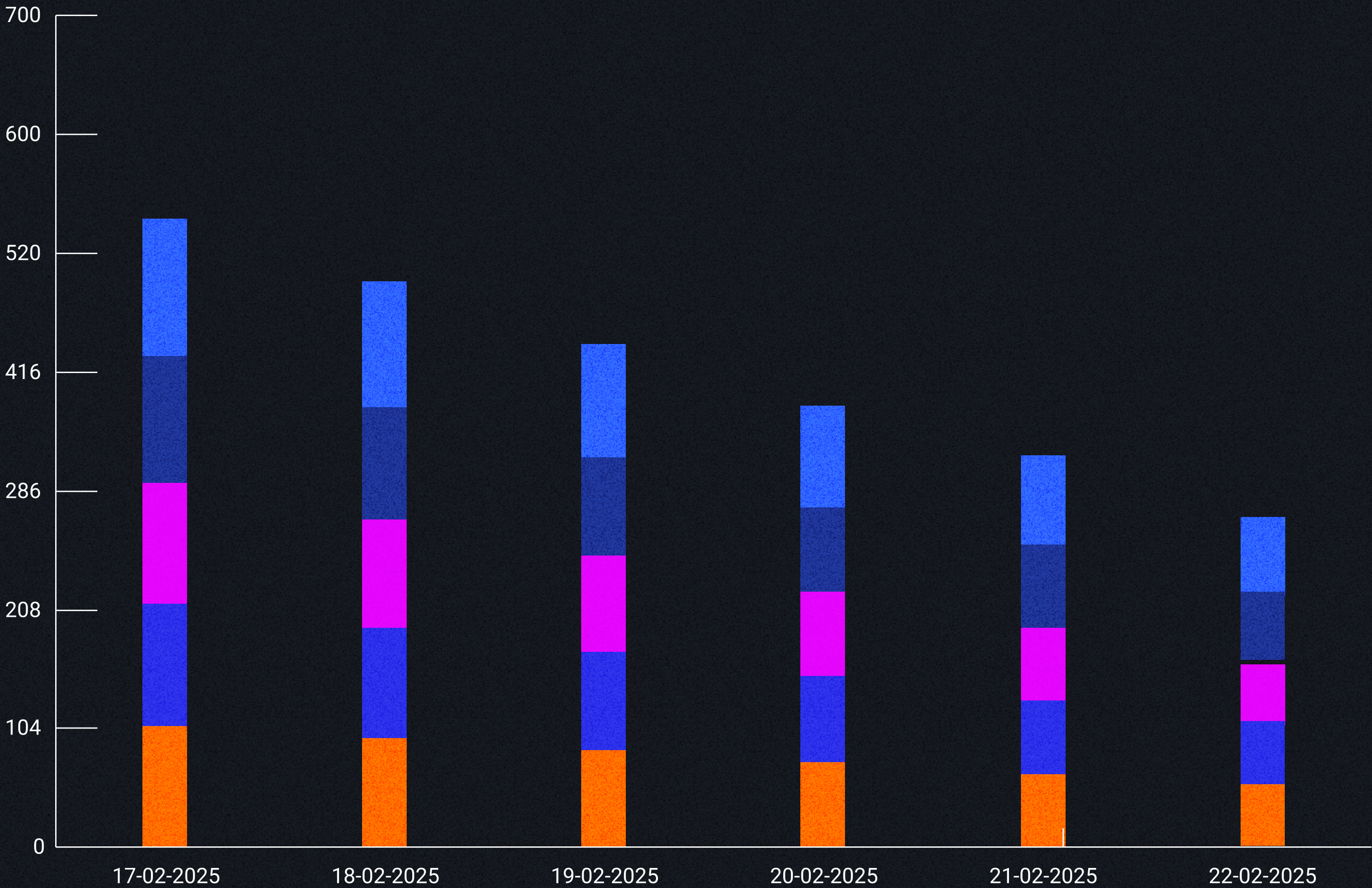


SOV (Share of Voice)



Trend over time - 6 days

Brand	Mentions
Samsung	106
Bosch	101
Whirpool	100
Elektrolux	96
LG	9
Candy	114

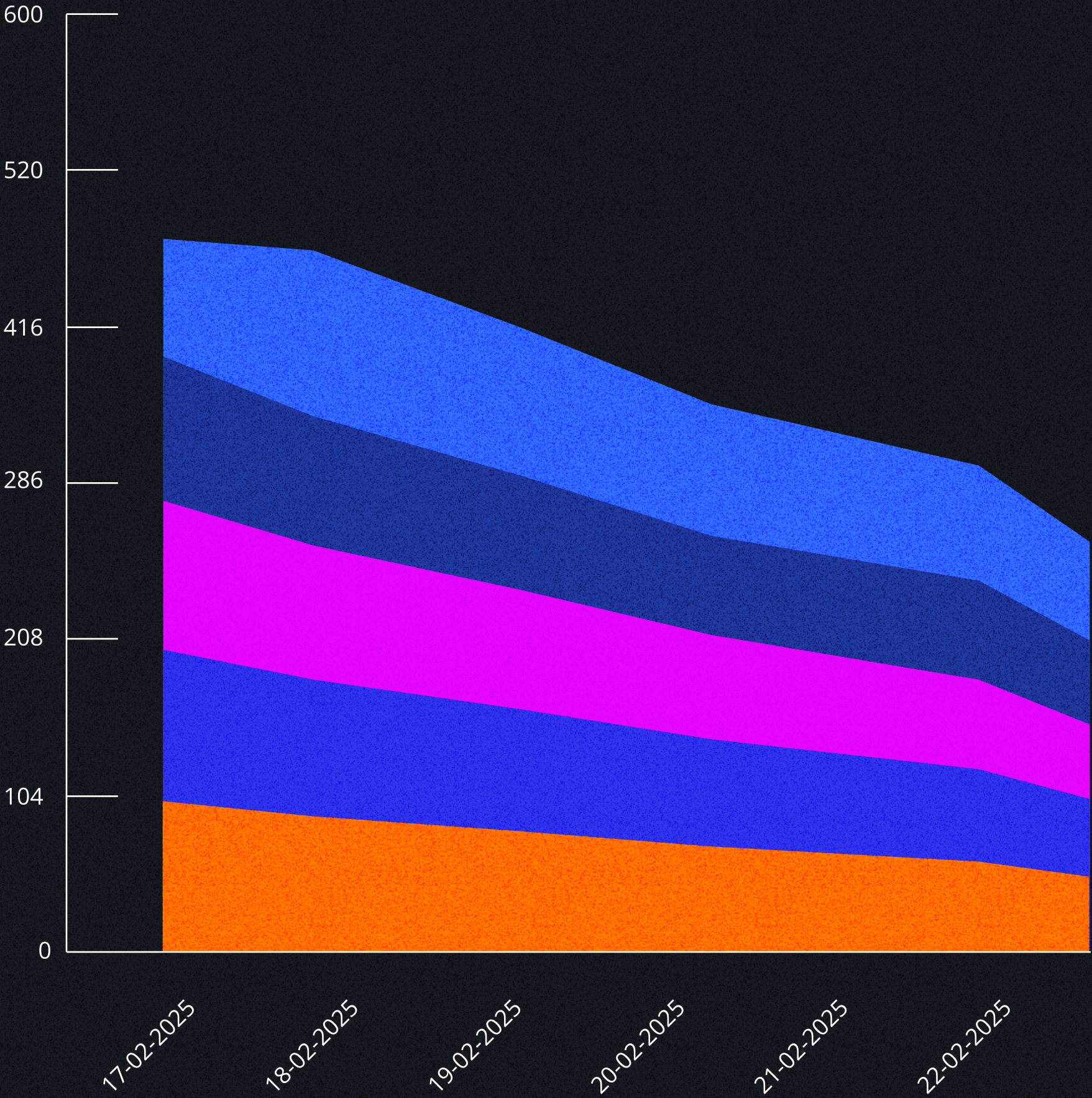


Data summary

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Brand	Frequency SOV
Samsung	466
Bosch	277
Whirlpool	395
Elektrolux	60
LG	348
Candy	430





Sample Answers



ChatGPT
GPT-4o

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Digital visibility of brand

Buzz report regarding mentions

Brand	No. of mentions in English (12 month period)	No. of mentions in Polish (12 month period)
Samsung	16 788	12 295
Bosch	4 345	8 604
Whirlpool	12 634	5778
Elektrolux	1 172	5951
LG	2 245	3 849
Candy	914	3 849

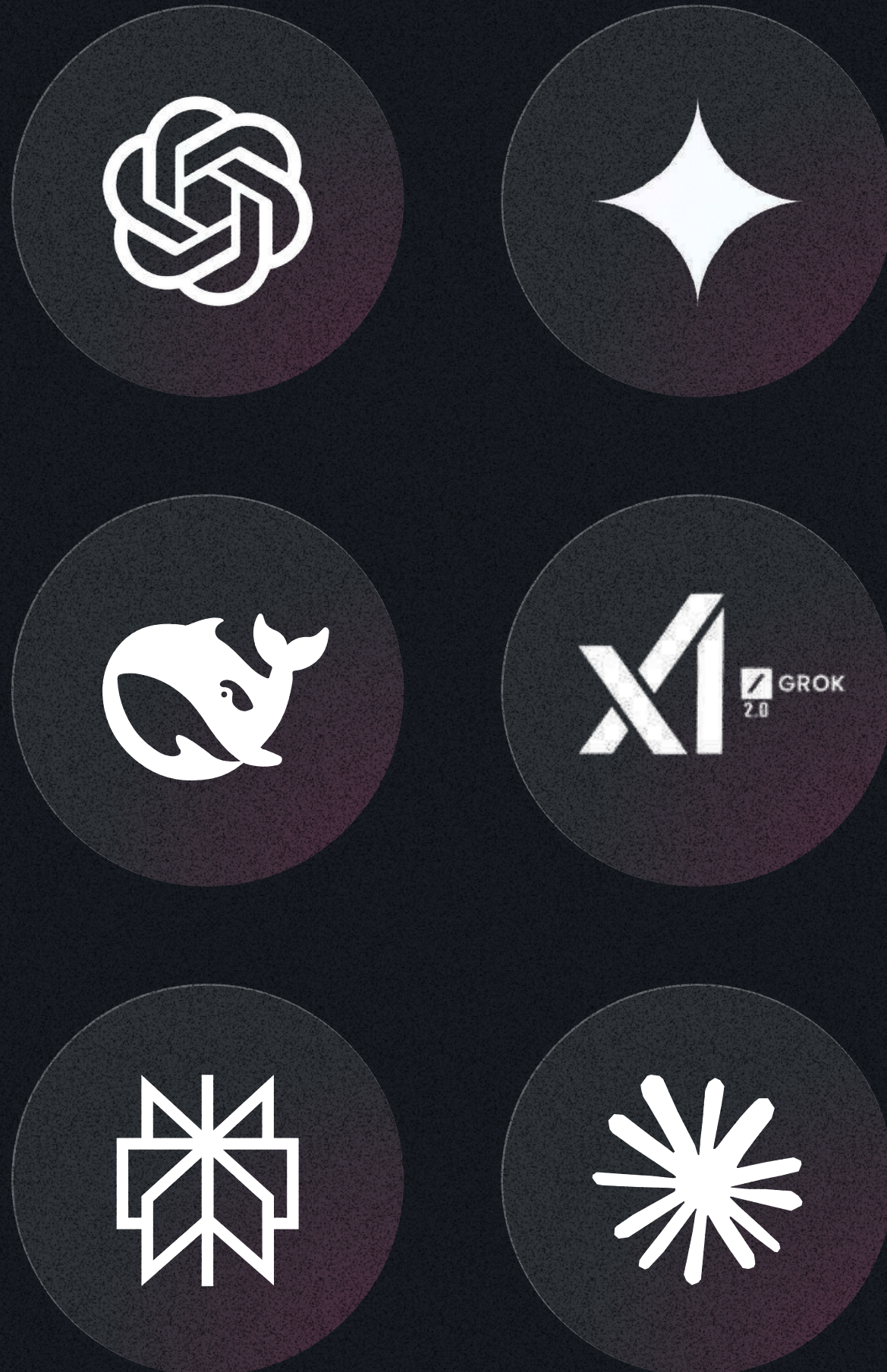
Link Gap Report

Brand	www.pakolorente.com/	pawo.pl/	giacomo.pl/	bytom.com.pl/
www.pakolorente.com/	-	24	68	54
pawo.pl/	24	-	128	117
giacomo.pl/	68	128	-	344
bytom.com.pl/	54	117	344	-

Link Gap Report

	Keyword	Country	Difficulty	Volume	CPC	CPS	Parent Keyword	Last Update	Global volume	Traffic potential	Global traffic potential	First seen	Intents
1	pralka samsung	pl	12	31000	0.15	0.77	pralka samsung	2025-03-18 12:21:11	33000	5500	5700	2015-09-01	Informational,Commercial,Transactional,Branded,Non-local
2	pralka samsung	pl	12	31000	0.15	0.77	pralka samsung	2025-03-18 12:21:11	33000	5500	5700	2015-09-01	Informational,Commercial,Transactional,Branded,Non-local
3	pralka samsung	pl	12	31000	0.15	0.77	pralka samsung	2025-03-18 12:21:11	33000	5500	5700	2015-09-01	Informational,Commercial,Transactional,Branded,Non-local
4	pralka samsung	pl	12	31000	0.15	0.77	pralka samsung	2025-03-18 12:21:11	33000	5500	5700	2015-09-01	Informational,Commercial,Transactional,Branded,Non-local
5	pralka samsung	pl	12	31000	0.15	0.77	pralka samsung	2025-03-18 12:21:11	33000	5500	5700	2015-09-01	Informational,Commercial,Transactional,Branded,Non-local
6	pralka samsung	pl	12	31000	0.15	0.77	pralka samsung	2025-03-18 12:21:11	33000	5500	5700	2015-09-01	Informational,Commercial,Transactional,Branded,Non-local
7	pralka samsung	pl	12	31000	0.15	0.77	pralka samsung	2025-03-18 12:21:11	33000	5500	5700	2015-09-01	Informational,Commercial,Transactional,Branded,Non-local
8	pralka samsung	pl	12	31000	0.15	0.77	pralka samsung	2025-03-18 12:21:11	33000	5500	5700	2015-09-01	Informational,Commercial,Transactional,Branded,Non-local
9	pralka samsung	pl	12	31000	0.15	0.77	pralka samsung	2025-03-18 12:21:11	33000	5500	5700	2015-09-01	Informational,Commercial,Transactional,Branded,Non-local

AI application based on the above information

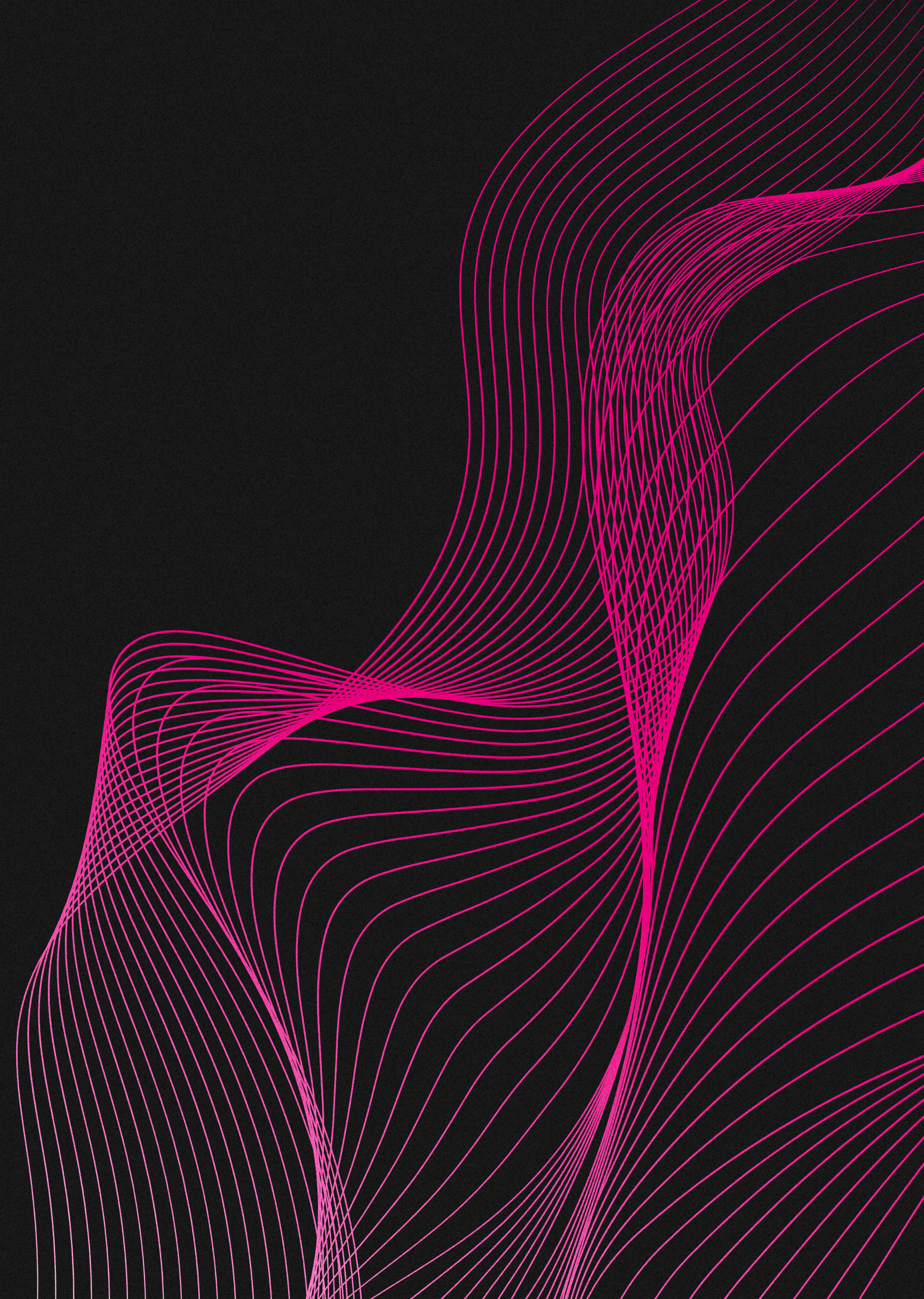


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Conclusions



AI application based on the above information



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James

Chief Shrew Handler

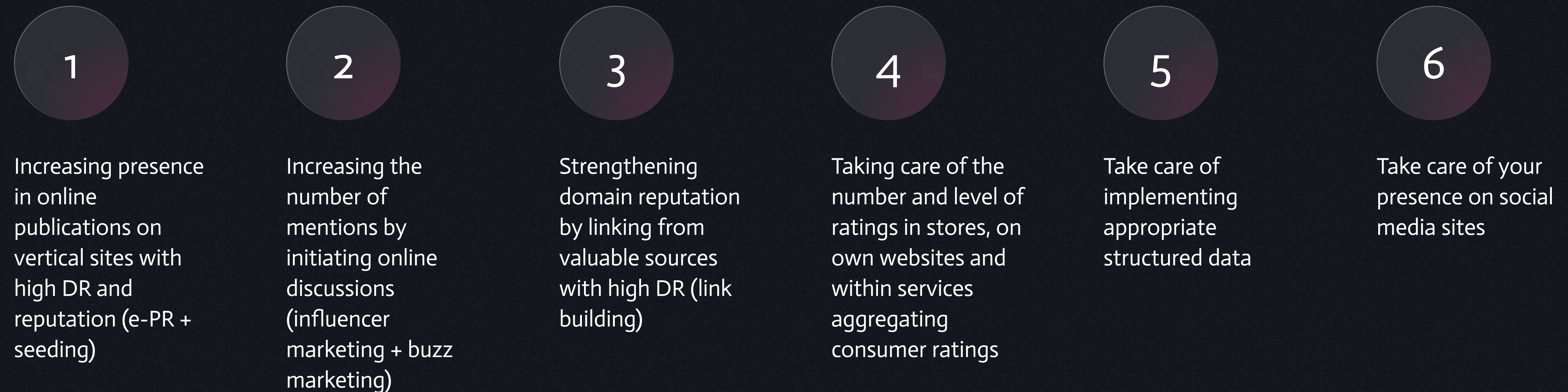
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Recommendations

AI application based on the above information



AI application based on the above information

1

comparative analysis of individual segments or models – e.g. Which product is better and why (our brand's product vs. competitor's product)

2

checking other product categories of the brand

3

analysis of sources where the competition and/or the brand itself are mentioned

4

creating a content, ePR and linkbuilding strategy

5

introducing constant monitoring of links leading to the brand domain

6

increasing the number of publications in valuable sources, which can support the brand in terms of PR and SEO

7

starting any buzz marketing activities

8

introduction of periodic brand monitoring in AI engines

9

repeating the AI brand presence report after the quarter



Brand research in AI engines

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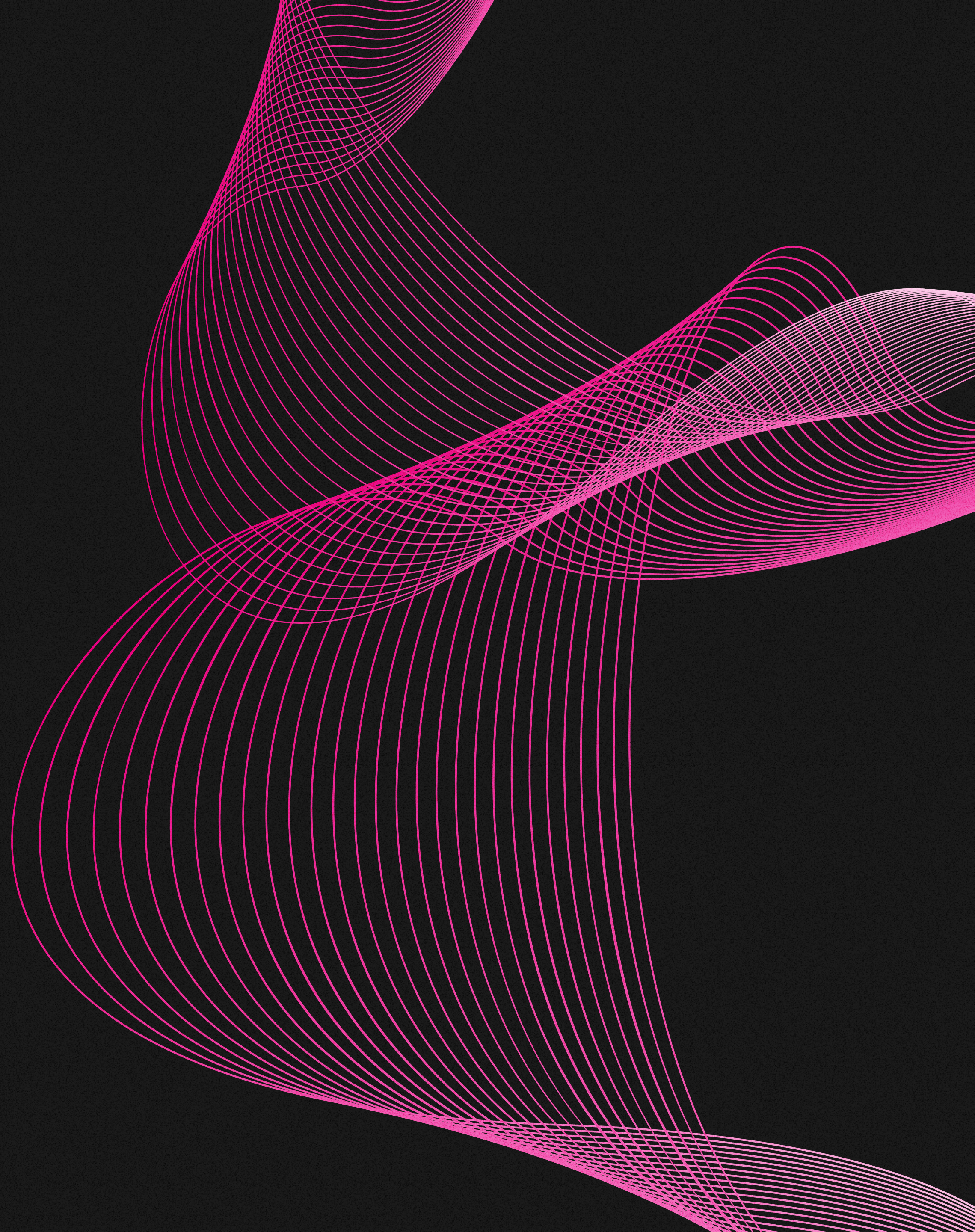
Jan Kowalski

+48 123 456 789

kontakt@sorikko.



Detailed
results



List of prompts and answers

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List of prompts and answers

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